



**WFLX**

## ORDER

Print Date 08/07/12 Page 1 of 1

<u>Contract / Revision</u>	805811	/	<b>FL FED FOR CHILDREN</b>	<u>Alt Order #</u>	06266779
<u>Original Date / Revision</u>	Agency Com	15%	<u>Billing Type</u>	Cash	
08/07/12	08/07/12	<u>Billing Contact</u>	<u>Order Type</u>	Political	
<u>Advertiser</u>	<b>FL Federation for Children</b>	566 South Route 303 Blauvelt, NY 10913	<u>Billing Cycle</u>	EOM/EOC	
<u>Agency</u>	<b>McLaughlin &amp; Associates</b>		<u>Billing Calendar</u>	BROADCAST	
<u>Buying Contact</u>	Sales Office	H-DC	<u>Demographic</u>	A35+	
566 South Route 303 Blauvelt, NY 10913	Sales Region	National	<u>Rev Codes</u>	Agency	Political
	Agency Ref		<u>Product Codes</u>	PL20	Pol-Issue
			<u>Priority</u>	P 2	
			<u>Advertiser Ref</u>		

Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTvx	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$2,193.00	\$2,580.00	0.00	07/30/12	08/10/12	6	\$2,193.00	\$2,580.00
Totals	6	\$2,193.00	\$2,580.00	0.00					

## Billing Plan

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
																Spots	Amount	
E 1	WFLX	08/08/12	08/10/12	MORNING NEWS	7A	Comm	7-8A		--WTF--	:30	3	\$175.00	P	2	0.00	NM	3	\$525.00
				FOX 29 MORNING NEW!														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 08/06/12		08/12/12		--WTF--		3	\$175.00		0.00							
E 2	WFLX	08/08/12	08/10/12	Late News	M-Sun	Comm	10-11P		--WTF--	:30	3	\$685.00	P	2	0.00	NM	3	\$2,055.00
				TEN O'CLOCK NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 08/06/12		08/12/12		--WTF--		3	\$685.00		0.00							
																Totals	6	\$2,580.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
<u>WPLX, West Palm Beach FL</u>	8.6.2012

I, McLaughlin & Associates  
do hereby request station time concerning the following issue:

Primary Election SD27
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>WPLX# 8058U</u>				

<b>Total Charges:</b>
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This broadcast time will be used by: Florida Federation for Children

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

8.6.12

Date

M Campbell

Signature

203.966.9757

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

Joe D  
Signature

Jehu Heisler  
Printed Name

Gu  
Title



PAID POLITICAL  
BROADCAST AVAIL REQUEST

<b>TO:</b> John Heisman	<b>STATION:</b> WFLX
<b>FROM:</b> Will Hildebrandt	<b>HRP OFFICE:</b> Washington, DC

**REQUEST RECEIVED FROM**

**DATE:** 8/7/12

<b>BUYER:</b> Marianne Campbell
<b>AGENCY:</b> McLaughlin & Associates
<b>ADDRESS:</b> 566 South Route 303 Blauvelt, NY 10913
<b>PHONE #:</b> 203 966 9757
<b>FAX #:</b>
<b>OTHER:</b>

**AVAILS FOR**

<b>COMMITTEE:</b> Florida Federation for Children
<b>CHAIRPERSON:</b>
<b>TREASURER:</b> Lisa Lisker
<b>ADDRESS:</b> 228 South Washington St. Suite 115 Alexandria, VA 22314
<b>PHONE #:</b> 703 281 7540
<b>FAX #:</b>
<b>OTHER:</b>

**FOR**

<b>ISSUE:</b> FL Federation for Children
<b>OFFICE:</b> ISSUE
<b>PARTY:</b> REPUBLICAN

**DAYPARTS: ALL**

<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERCIAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	